

What follows is a completely made up proposal. It has nothing to do with H&M and has been created purely for the purposes of the A[P]SOTW

REQUEST FOR PROPOSAL  
FROM H&M FASHION

REQUEST DATE:

21<sup>ST</sup> SEPTEMBER 2012

SUBMISSION DATE:

25<sup>TH</sup> OCTOBER 2012

11:59PM SHANGHAI TIME

# ABOUT H&M:

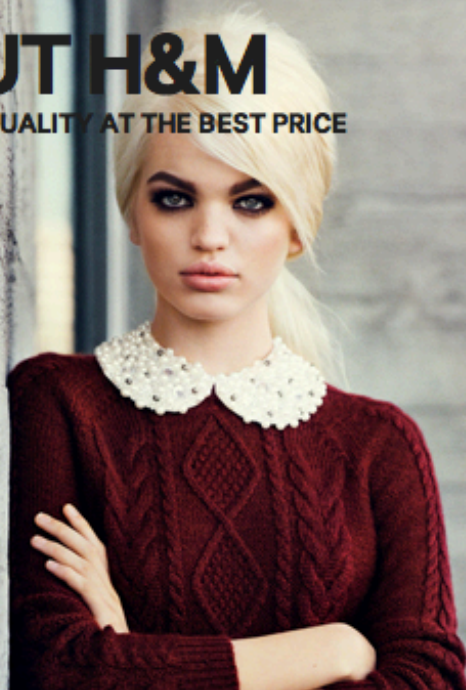
H & M HENNES & MAURITZ AB [OPERATING AS H&M] IS A SWEDISH MULTINATIONAL RETAIL CLOTHING COMPANY, KNOWN FOR **IT'S FAST FASHION** FOR ADULTS, TEENS & KIDS.

THE DESIGN TEAM IN THE COMPANY'S SWEDEN OFFICE CONTROLS THE STEPS OF PRODUCTION FROM MERCHANDISE PLANNING TO ESTABLISHING SPECIFICATIONS, & PRODUCTION IS OUTSOURCED TO APPROX 800 FACTORIES IN EUROPE & ASIA.

THESE FACILITIES ARE USED FOR HORIZONTAL DIVISION OF LABOR RATHER THAN BEING INTEGRATED.

# ABOUT H&M

FASHION AND QUALITY AT THE BEST PRICE



## STORES

Around 2,600 stores worldwide in 44 markets



## BRANDS

H&M, COS, Weekday, Monki, Cheap Monday



## EMPLOYEES

Around 94,000 employees



## CONSCIOUS

No. 1 user of organic cotton worldwide 2010



## UNICEF

USD 4.5 million funding for All for Children project



## SOCIAL

Millions of fans and followers on Facebook, Twitter, YouTube, Google+, Youku and Weibo

# BRAND POSITIONING

H & M IS ABOUT LIVING A FULL LIFE. IT'S EXCITING, DRAMATIC, STYLISH AND FUN. IT HAS A UNIQUE AND FASCINATING WAY TO BLEND CATWALK FASHION WITH STREETWEAR LOOKS AND THAT GIVES US A FRESH VIEW OF HOW YOU SHOULD LIVE YOUR LIFE.

H&M'S OVERALL AMBITION IS TO HELP THE WORLD LOOK BEAUTIFUL, DESIRABLE AND SUSTAINABLE.

WE ARE GUIDED BY ONE OVERARCHING PRINCIPAL:  
**STREETWALKCOOL.** WE WANT TO FILL LIFE WITH COLOUR, ENERGY, SPONTANEITY & SURPRISE. SHOW HOW FASHION BRIDGES THE GAP BETWEEN ORDINARY AND SEMINAL.

# MARKETING OBJECTIVE:

THE PROBLEM FOR H&M IS THAT WHILE WE HAVE A LOT OF AWARENESS, NOT MANY PEOPLE FEEL WE ARE COOL. THIS IS A MAJOR CONCERN AS THE FAST FASHION MARKET IS BUILT ON THIS AS A VITAL INGREDIENT. WE HAVE COME TO THE CONCLUSION WE LACK RELEVANCE WITH THE INFLUENCER SET AND WE NEED TO ADDRESS THIS IF WE'RE TO BE THE SPONTANIOUS, SURPRISING, EXCITING BRAND WE ASPIRE TO BE.

# COMMS OBJECTIVE

TO HELP CHANGE PERCEPTIONS, WE ARE LAUNCHING A RANGE OF BASKETBALL SHOES - DESIGNED TO LET YOUR FEET LOOK AS STYLISH AND FASHIONABLE AS THE REST OF YOU.

WHILE THERE ARE MANY COMPETITORS IN THIS CATEGORY, NONE OFFER THE FUSION OF HIGHSTREET FASHION, SPORTS PERFORMANCE AND EVERYDAY PRACTICALITY AT THE AFFORDABLE PRICE OF US\$50.

WE WANT TO SELL 1 MILLION PAIRS OF THESE SHOES IN 2013 AND VIEW THIS AS THE BRIDGE TO CHANGE PERCEPTIONS WITH OUR CORE AUDIENCE GROUP.



# WHO DO WE WANT TO TALK WITH/TO?

THE SOCIAL LUBRICANTS.

THEY ARE MALE/FEMALE AGED 18-24 AND ARE THE  
CENTRE OF THEIR PARTICULAR NETWORKS.

THEY ARE HIGHLY SOCIAL, HIGHLY VISIBLE AND LIKE  
MUSIC, ART AND FILM. ALL THE BEST PARTS OF YOUR LIFE  
ARE STARTED BY THEM IN SOME WAY. THEY LEAD WITHOUT  
LEADING BUT YOU FOLLOW BECAUSE YOU TRUST THEM &  
WANT TO BE LIKE THEM.

THEY DON'T WEAR BEIGE.

# MOVING FORWARD:

WE NEED TO BE COOL WITHOUT BEING TRY HARD.  
WE NEED TO BE COOL WITHOUT BEING EXCLUSIVE.

WE WANT TO BE MASSPERATIONAL FASHION.

# OUR COMPETITORS

WE DON'T THINK WE HAVE ANY COMPETITORS BUT BRANDS THAT TRY TO SPOIL OUR PARTY ARE:

UNIQLO

TOP SHOP

PUMA

NIKE SPORTSWEAR

ADIDAS ORIGINALS

AMERICAN EAGLE

ZARA

AMERICAN EAGLE

GAP

# TIMING

THIS IS FOR 2013 AND SHOULD RUN THROUGHOUT THE YEAR.

# GEOGRAPHY

WHILE THIS IS A GLOBAL CAMPAIGN, YOU CAN MAKE YOUR RECCOMENDATIONS  
BASED ON YOUR PARTICULAR MARKET.

# BUDGET

US\$3 MILLION

EXC PRODUCTION & TAXES